PHILIP MORRIS INCORPORATED
INTER-OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

To: Mr. John Sandor Date: February 11, 1977

From: Edward A. Grefe

Subject:

The Executive Report on Smoking and Health was developed for our sales force in Europe, and it's published three times annually. The copy you received was the third edition. I happen to think it's an excellent report and agree that it could be useful as part of our total educational program. My suggestion is that we supply you with the first two editions, which we plan to mail out in sequence over a period of time.

Don Hoel edits all of the material that we use on the smoking and health area. I met with him and Paul Eisenring the other night to discuss not only the educational program for Philip Morris U.S.A. but also use of the material developed elsewhere, additional copies of which we would like to have for our people here.

EAG:hz
Attachment

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